Walmart U.S. Moves To Eliminate Synthetic Dyes Across All Private Brand Food Products

The retailer also intends to eliminate an additional 30 ingredients.

Key Insights

- Walmart is removing synthetic dyes and more than 30 other ingredients — like certain preservatives, artificial sweeteners and fat substitutes — from its U.S. private brand foods, including Great Value, Marketside, Freshness Guaranteed and bettergoods.
- Customers will still get the same great taste and value, with high quality options they can feel good about feeding their families.

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BENTONVILLE, Ark., Oct. 1, 2025 — Walmart U.S. today announced it is moving to eliminate synthetic dyes and the use of an additional 30 ingredients, including certain preservatives, artificial sweeteners and fat substitutes from its private brand food products. This action is a significant step forward in its ongoing mission to provide customers with affordable, high-quality private brand products.

The change, which includes all Walmart U.S. food private brands such as Great Value, Marketside, Freshness Guaranteed and bettergoods, is in line with evolving customer preferences and in support of a more transparent food system.

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> “Our customers have told us that they want products made with simpler, more familiar ingredients — and we’ve listened. By eliminating synthetic dyes and other ingredients, we’re reinforcing our promise to deliver affordable food that families can feel good about.”
>
> **John Furner, President and CEO, Walmart U.S.**

The move comes as part of Walmart’s journey to evolve its private brands in response to changing customer preferences. According to a new survey, Walmart customers are increasingly more interested in what’s in their food, with sixty-two percent of customers saying they want more transparency and fifty-four percent saying they review food ingredients.[1]

This growing trend among customers is in part why last year, the retailer launched bettergoods, a quality, chef-inspired private brand which includes a line of plant-based and “made without” items, with 70% of the items under $5.

While this move is one of the largest private brand reformulations in retail history, it isn’t the first time Walmart has removed ingredients customers don’t want. Today, about 90% of Walmart U.S. food private brand products are free from synthetic dyes.

“This commitment demonstrates how Walmart is responding to changing customer preferences, while also setting the standard for providing exceptional quality and innovation at an outstanding value,” said Furner.

The retailer is working with private brand suppliers to adjust formulations and source alternative ingredients, while preserving the same great taste customers have come to expect. Walmart customers will begin to see the reformulated products rolling out over the coming months, with longer lead time changes planned to wrap up by January 2027 at the latest.

Ingredients List

Synthetic Dyes Being Removed

Walmart U.S. is eliminating these 11 synthetic dyes from all private brand food products.

- FD&C Blue 1
- FD&C Blue 2
- FD&C Green 3
- FD&C Red 3
- FD&C Red 4
- FD&C Red 40
- FD&C Yellow 5
- FD&C Yellow 6
- FD&C Citrus Red
- FD&C Orange B
- Canthaxanthin

Additional Ingredients Being Removed

In addition to dyes, these 30 ingredients are also being removed from Walmart U.S. private brand foods.

- Titanium Dioxide
- Azodicarbonamide
- Dicotyl Sodium Sulfosuccinate (DSS)
- Sucrose Polyester
- Toluene
- Anisole
- Lye
- Morpholine
- Propylene oxide
- Sodium Stearyl Fumarate
- Stearyl tartrate
- Ficin
- Synthetic trans fatty acid
- Butylparaben
- Lactylated Esters of Mon & Diglycerides (OLEON)
- Methylparaben
- Propylparaben
- Calcium Bromate
- Potassium Bromate
- Bromated flour
- Neotame
- Advantame
- Phthalates
- Potassium Bisulfite
- Potassium Nitrate
- Potassium Nitrite
- Simplesse
- Sodium Ferrocyanide (aka Yellow Prussiate of Soda)
- Sucroglycerides
- Talc

[1] Data source: Walmart Customer Insights: National Survey July 2025

About Walmart

Walmart Inc. (NYSE: WMT) is a people-led, tech-powered omnichannel retailer helping people save money and live better — anytime and anywhere — in stores, online, and through their mobile devices. Each week, approximately 270 million customers and members visit more than 10,750 stores and numerous eCommerce websites in 19 countries. With fiscal year 2025 revenue of $681 billion, Walmart employs approximately 2.1 million associates worldwide. Walmart continues to be a leader in sustainability, corporate philanthropy, and employment opportunity. Additional information about Walmart can be found by visiting corporate.walmart.com, on Facebook at facebook.com/walmart, on X (formerly known as Twitter) at twitter.com/walmart, and on LinkedIn at linkedin.com/company/walmart.

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